

Paradym Ai Smoke Hybrids Media Summary Sheet

One-liner: *Sweeter From Every Spot*

Product Intro: The new Paradym Ai Smoke hybrid represents a leap forward in Callaway's Ai journey. This new family of hybrids feature the most sophisticated face in Callaway history, the Ai Smart Face. This face uses real player data and advanced machine learning to create a series of sweet spots all over the face.

The Paradym Ai Smoke hybrid is designed for players with average to high swing speeds looking to maximize distance and improve dispersion.

Features & Benefits

A Breakthrough in Hybrid Performance Powered by Ai Smart Face™

The all-new Ai Smart Face optimizes performance using swing data from thousands of real golfers. This set of swing dynamics, or Swing Code, consists of swing speed, club delivery, and face orientation just prior to impact. This promotes maximum distance with tight dispersion into the green.

Contemporary Hybrid Shaping for Modern Golfers

The new Ai Smoke hybrid features a brand-new contemporary design. With a larger overall profile we've amplified forgiveness and instilled confidence at address. Additionally, a more pronounced sole camber offers enhanced turf interaction, ensuring precise, clean contact.

Exceptional Distance from the Tungsten Speed Cartridge

Experience exceptional distance with the innovative Tungsten Speed Cartridge. By seamlessly integrating high-density tungsten, we've strategically repositioned the center of gravity (CG), positioning it both low and forward. The outcome: low spin coupled with impressive ball speed.